

The Evening World.

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ALSO A RECONSTRUCTION PROBLEM.

ASSSEMBLYMEN at Albany are considering ways and means of putting checks on profiteering landlords in this city.

Following The Evening World's campaign of last year against the unlimited raising of apartment house rents in New York there has been a growing tendency to regard the keeping of rents within just bounds as a legislative problem.

Before the cessation of hostilities other States and communities put into operation plans for protecting rent payers, especially war workers, from the excessive demands of landlords. In Massachusetts the Governor issued a proclamation empowering the Public Safety Committee to seize the property of landlords who imposed exorbitant rentals. In New London, Conn., an Adjustment Board held sessions almost every day in the week, heard complaints of tenants and requested landlords to answer. The threat of publicity, according to Chairman Frankforter of the Federal War Labor Policies Board, who reported on the New London experiment, was usually enough to bring an unreasonable landlord to terms:

If the landlord refuses to answer—for he is under no legal compulsion—or if he refuses to adjust fairly a plain case of selfish and unpatriotic rent extortion or other hardship put upon the war worker, then the committee without comment of any nature will publish the facts so that public opinion itself may pass judgment upon the house owner.

Rent extortion does not cease to be selfish and unpatriotic when practiced after the fighting is over upon war workers or any other workers who have performed the duties and borne the burdens of war.

Rent is a formidable part of the cost of living. In the economic processes of post-war readjustment there is just as much reason for safeguards against the undue boosting of rents as for a watch on the prices of food and necessities.

The coming spring and fall are likely to see another upward movement of rents in New York on the usual plea of increased labor cost and higher priced supplies.

It should be possible to control this upward movement by some authoritative measure of what constitutes fair and reasonable advance. Otherwise rents will be in many cases whatever tenants can be forced to pay.

A legislative commission attacking the problem in the right spirit might exert a powerful influence toward keeping rent increases within bounds. It is by no means too early to begin.

"I am sure no suggestion of mine would modify in the slightest the views of the President, and nothing could induce me to support this league as outlined in the proposed Constitution or anything like it."—Senator William E. Borah.

It looks as if the President, the people of the United States and the rest of the civilized world would have to push on toward permanent peace and security without hoping to see the Senator from Idaho and some others like him until the Grand Banquet of Achievement where the credit can be claimed and the loving cups are given out.

WHAT BOLSHEVISM MEANS.

IF THERE remained the smallest doubt that the tenets of Bolshevism are utterly and eternally abhorrent to the fundamental principles and ideals of Americans or of other self-respecting peoples, that doubt must be removed by testimony submitted to the Senate Investigating Committee regarding the position assigned to women in Bolshevist Russia.

The socialization of women between the ages of seventeen and thirty-two, whether married or unmarried, as provided in a decree issued by the Anarchist Soviet to which Lenin and Trotsky entrusted the government of the City of Saratov, is one of the most revolting, degraded perversions of the social state that ever outraged civilization.

With all their wretched pretense of word and phrase, the framers of the decree could not keep its brutal, ugly motive from showing through. Legitimate marriage is denounced as the instrument "thanks to which all the best species of all the beautiful women have been the property of the bourgeoisie."

Bolshevism can prate of human rights and equality. It cannot cover its hideous underlying horrors of lust and license.

It is the duty of the people of the United States to understand those horrors in order that they may the more vigilantly and mercilessly sweep out to sea every germ of Bolshevism blown to these shores.

Sunday morning the German Cabinet voted to reject the Allied terms for the renewal of the armistice. Sunday night the German Cabinet changed its decision and ordered that the armistice be signed.

Showing how great is the superiority of the present German Government over the old one in the length of time it takes thoroughly to grasp an idea—and a situation.

Letters From the People

Overcharging Soldiers and Sailors.

To the Editor of The Evening World:

Is there no way of stopping the different merchants, barbers, &c., from taking advantage of our boys wearing uniforms and in the service? Being in company with a friend of mine in the service, we both went to a local store, as he wanted to purchase a pair of dress (suede) gloves, and considering the price unfair, left. We both returned an hour later to the same store and found a different salesman was on duty. This friend of mine having changed his uniform to that of civilian dress, obtained the same gloves for \$2 which an hour previously would have cost him \$4.

Another instance was that of a barber shop in which I had my hair cut. A sailor in uniform in the next chair was charged 50 cents for his haircut (no shave, toilet waters or extra). I, who had never been in the place before, was charged but 35 cents for the same service.

Now, as this barber stated after the sailor had left the store, "Strangers we always charge 50 cents, but our customers we charge the regular price of 35 cents. This sailor earned about \$30 or possibly \$32 a month. I on an average earn \$10 a day."

I told this barber that it was the first time I had patronized him and it would be the last.

Still Protesting

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By J. H. Cassel



The Worker Who Wins His Way

By Sophie Irene Loeb

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There Is a Reward at the Top for Those Who Work

SOME one signing "Executive Secretary" answers an article I wrote, appearing in these columns, "A Successful Woman Executive."

In this article I told about a girl whose salary had been increased from \$1,800 to \$4,800. This was accomplished by her being very faithful and working in the interest of her office. She is the kind of a girl who knows how to take a "Message to Garcia," and is able to "stand the gaff."

The story of the "Message to Garcia" is simply one in which President McKinley wanted to deliver a message to Gen. Garcia during the Spanish American War.

Nobody knew where Garcia was. Somebody suggested to the President that "a fellow by the name of Rowan" would take it.

Rowan was given the message and without any questions went forth and delivered it to Garcia—after all kinds of hardships through the jungle were endured to get there.

The moral drawn from this is that the average clerk, if asked to do anything, will say "Who was he?" "Where did he go?" "Was I hired for that?" "Can't John do it?"

Now Rowan did none of these things. He simply performed the task, whatever it implied. He had initiative. If he could not go by rail, he found a boat. If he could not buy food he found it in the forest.

In short, a worker who says nothing and "saw wood," which means getting the thing done as was requested, does get somewhere eventually.

You can't keep down interest, initiative, inventive ability, enthusiasm. It finally gets its own reward.

Now this person signing "Executive Secretary" takes exception, saying: "I know a very competent clerk who receives \$1,200 a year. She asks no questions and 'saw wood,' just as the girl in your article does, but no one considers that a reason for raising her even a dollar."

"I know a competent secretary—executive, if you choose—who receives

a salary of \$1,200, who asks no questions and who also 'saw wood,' and whose salary remains the same.

"As to 'standing the gaff,' I am not quite sure what this means."

The truth remains that if the file clerk who receives \$1,200 a year simply does routine work in the same way every day, perhaps she is entitled to only \$1,200 a year.

The questions she might ask herself are these: "What have I added to my work to make it any better than it was when I came? Have I suggested or devised a new idea, a new method, a new system, by which not only my own time and energy and money might be saved, to say nothing of the office in which I work? Or have I been simply a machine, carrying out somebody else's plans? Am I content in being just like that? Have I looked ahead to see what other work I might include or combine in connection with my own work? Or has my ambition been to perform that which I was told to do and accept the weekly pay envelope as the measure of my work and ambition?"

As to "standing the gaff," it means being willing to take responsibility. It means standing trials and tribulations. It means bearing the burden of whatever is entailed in the piece of work asked.

Rowan stood the "gaff" when he waded through a swamp waist deep, when he swam a river, when he suffered pangs of hunger in order to carry the message.

"Standing the gaff" means not getting mad easily. It means some quality of endurance that keeps you from changing positions every so often. It means being able to take criticism without wanting to "get even," or putting your hat and coat on and discharging yourself.

The person who can shoulder responsibility and "stand the gaff" is being hired and not fired.

It is true, in some instances, that good clerks have given good service and their efforts have remained unrecognized by unscrupulous, unappreciative employers.

In such cases a good clerk can have the courage of his convictions, and, if the employer is unjust, not accordingly. The wide, wide world is before him, and if he has the real stuff in him another employer will see it.

The Jarr Family

By Roy L. McCardell

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The Jarrs Have a Reform Rally at Home

OLD Mrs. Dusenberry, the little old lady from Indiana, gave the visitor a searching glance through her steel rimmed spectacles.

"It's that fellow with the big talk, ain't it?" she asked.

Mr. Michael Angelo Dinkston, heavyweight champion of the English language, came right into the Jarrs' dining-room and graciously bowed to the assembled company.

Michael Dinkston, professional philanthropist, who had also invited herself to dinner, gave a searching glance at the new arrival—rival. Should it be the knife or the olive branch—war or peace?

"You are for the Cause?" asked Mrs. Mildew after introductions had taken place all around. And she pointed to the very yellow "Down With Tobacco!" badge upon her breast.

"I am a protagonist for all Causes," said Mr. Dinkston solemnly as he passed his plate to Mrs. Jarr.

The Jarr children regarded both Mrs. Mildew and Mr. Dinkston with open disfavor, and they started a vigorous spat at once upon a subject that gave them food for a mixture of laughter and protest.

"Why don't you children be good when yer maw has company to supper?" asked old Mrs. Dusenberry. "I'll send both of you from the table if you do not behave!" cried Mrs. Jarr sharply.

Mr. Dinkston gave a start, but seeing it was the children who were so threatened, passed his plate again.

"I can welcome you, then, as a brother," asked Mrs. Mildew. "Would you care to speak at our meetings?"

Instinctively she knew he was a windmill—a speaker, not a doer.

"The very theme, 'Down With Tobacco!' is inspiration, and the most verbose would not wax plauditudinous," replied Mr. Dinkston, "but those who refute the arguments of the fatuous and who encourage the augmenting of the propaganda are not expected to do so without remuneration, I trust."

"Certainly not! You don't expect us to toil in the vineyard without recompense—the laborer is worthy of his hire!" replied Mrs. Mildew with a snap of her jaws.

"Here! Here!" cried Master Willie Jarr.

"His! His!" cried little Emma Jarr. And they went to a clinch, while

The American Creed

Written in Loving Reverence—and Dedicated to My Country

By Helen Rowland

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BELIEVE IN AMERICA!

I believe in American Ideals which nothing can dim or eclipse. And which at this moment are a Beacon, guiding the world out of chaos and darkness—back to sanity and safety!

I believe in the dynamic inspiration of American Enthusiasm

And in the TNT of American Energy!

I believe in the American gospel of WORK, the American creed of SUCCESS,

And the American slogan, "An equal chance for all!"

I believe in the American Sense of Fair play

Which sent us two-million-strong, across three thousand miles of water

To turn the tide of War against tyrants and bullies!

I believe in the American Sense of Honor and Justice

Which not even pacifists and profiteers, and propagandists and demagogues and politicians can shake, or alter, or blind, or deaden, or sully!

I believe in the SOUL of America!

I believe in American Sanity, and, above all, in American COMMON SENSE.

Against which the blind black bat of Bolshevism will beat its foolish wings in vain.

And the poisoned barbs of the reactionists shall fall as dried leaves in the wind!

I believe in the American Sense of HUMOR

Which blossomed and flourished even in the trenches and kept us sane and steady in the face of death.

I believe in the great American SMILE—"The smile that won't come off"—the smile that carried us "over the top" to Victory!

I believe in American loyalty, liberty, and brotherly love!

I believe in American Life—

The clean, wholesome, open air, sanitary life of the plains, of the plantations, and of the bright, clean, surging cities!

I believe in the American MAN—

Square-shouldered, square-jawed, and square in all things!

Born of the Western plains, the New England villages, or the Melting Pot of New York.

And bred in the sunlight of Liberty and the free air of the Stars and Stripes!

The finest type of manhood in the world!

I believe in the American WOMAN and her Golden Future, Which shall be to the glory of earth!

I believe in their aspirations, their inspirations, their sense of proportion, and their inherent fineness and strength.

I believe in the American brand of Love—simple, sane, and spontaneous, And in the American Marriage, founded on Love!

I believe in all beloved American "institutions"—

American schools, American shops, American plumbing, and American cooking.

In roast turkey, and green corn, and rocking chairs, and doughnuts, and built tubs, and buckwheat cakes, and watermelon!

I believe in American grit, gumption, and pluck

Which cannot be bullied, bamboozled or vanquished!

I believe in American Principles and Ideals!

I believe in American Visions and Aspirations!

I believe in the SOUL of America!

I believe in AMERICA—the Golden Land of Opportunity!

Amen!

How to Be a Better Salesman

And Earn Bigger Pay

By Roy Griffith

The Evening World's Authority on Successful Salesmanship.

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Always Leave Them Smiling.

THE real beginning of salesmanship is shrouded in the veil of the unknown past. Just when the cosmic curtain rose on the unending terrestrial drama of barter and sale no man knows.

The patron goddess of salesmanship, I think, have been Euphrosyne, one of the three Greek goddesses of mythology. Euphrosyne conferred joy on mankind. She taught men to smile. Monuments should be erected in her honor.

A smile is a positively indispensable asset for any man or woman who sells. Beams of poetry and prose have been written on the value of a smile. Still, there are some folks, even yet, who don't seem to have grasped the idea. The dictionary defines a smile as "a pleased expression of the face, a pleasant and cheerful aspect." The "plaster-of-paris" smile never did help to make a sale for anybody. It deceives no one except, perhaps, the person who wears it. Deliver me from the idiotic, meaningless, vacant, perpetual smile of the person who puts no real feeling into it! It isn't a smile anyway; it's a smirk.

I believe it was George M. Cohan who, in one of his popular songs, coined the phrase, "Always leave them smiling when you say 'Good-bye.'" This ought to be made an iron-clad rule for every one who sells.

It has long been an open question as to what is the most important stage in the making of a sale. Some have claimed the introduction was the most important; others that the demonstration was the most vital; still others that the closing was the point on which success or failure hinged.

Personally, I believe that the period which overshadows every other in importance is the few moments after the sale has been completed. For years I have preached the doctrine that the permanent success of

any selling organization depends upon the customer's good will and the reputation built up for the firm. Few firms could survive if each customer made only one purchase and never made any more. It's the repeat orders that count.

We are inclined to remember best the things which happen last. Further, we like to feel, after we have made a purchase, that our trade is appreciated. For these reasons a salesman should "always leave them smiling."

It is human nature to "not run after a street car after we have caught it." The tendency is for salesmen to lose interest after a sale has been made. This is the wrong attitude. A salesman ought to be just as much interested in a customer after he has made a purchase as he was before. There should be no lessening of attention or service.

The right kind of leave-taking will mean that the customer will become a booster for your firm. He will speak kindly of you and your firm to his friends. When he again needs anything in your line he will at once think of you. "Always leave them smiling when you say 'Good-bye!'" Remember, you are the entire firm as far as any one individual customer is concerned.

You may see on a prospective customer and fail to make a sale. That man may or may not be a prospect for future business. At any rate, his good-will is valuable to you and your firm. Leave him with a smile, it pays.

Your smile must be sincere. If you have made a sale, you leave with a smile because you know that you have conferred a real benefit on the man who has just bought your goods. If you fail to make a sale, you should leave with just as honest a smile, because you have at least brought the attention of the man you failed to sell to the merits of your merchandise and you know, or should know, that his good-will is of the utmost value to you and your firm.

On next Sunday night Mr. Griffith will deliver an address before the National Federation of Chiropactors at the Hotel McAlpin on "How to Sell Chiropactic."